Google Ads Funnel Review – Breaking Games

1. Executive Summary

(3–5 sentences. Big picture first)

- One-paragraph snapshot of what you learned about **overall account health**.
- Call out the **main opportunity** and the **biggest risk**.

2. Funnel Performance by Campaign

Campaign	Awareness (Impressions, CPM, CTR)	Consideration (Clicks, Conv. Rate, CPA)	Value (Conv. Value, ROAS)	Funnel Role	Recommendation
DA | MAT Test | We're Doomed | Traffic - LPV	...Awareness: High, Consideration: Medium, Value: Low	...	...	Traffic /	Optimize
*DA | Traffic TOF		Good results and higher impressions		traffic	scale
DA | Reach | Retargeting			Higher conversion good impressions	sales	Maintain

Tips while filling:

- Use short bullet phrases inside the cells (e.g. “2.6M impr., $6 CPM, CTR 1.4%”).

- In “Funnel Role,” classify as **Traffic Driver**, **Sales/Leads Driver**, or **Balanced Performer**.

3. Key Ad-Group Highlights

Campaign → Ad Group	Standout Metric(s)	Insight	Action
…*DA | Traffic TOF	…results(39419) imp(2944482)	…high results good impressions	…it should be scale
*DA | Traffic TOF	impressions(1518347) Results (91208484)	Higher conversion good impressions	It should be maintained

Focus on the ad groups that either dominate spend or outperform peers.

4. Period-over-Period Comparison Insights

(from the Comparison dataset)

- Summarize 3–4 bullets:
    - **Cost vs Clicks**: where efficiency improved or declined.
    - **CPA or ROAS shifts** worth noting.

5. Patterns & Themes

- Cross-campaign takeaways (e.g. “Search consistently delivers higher conversion rates than PMAX despite higher CPC”).
- Any **structural issues** (naming, budget distribution, etc.).

6. 3–5 Actionable Recommendations

(Clear, prioritized list)

- Reallocate X% of budget from ___ to ___ because …
- Pause/reshape campaign ___ because …

7. Supporting Visuals

(Paste the charts you built: Impressions vs CPM, Cost vs Conversions, Stacked Bar of Ad-group spend.) Add a one-line caption for each chart explaining the takeaway.

Meta Ads Funnel Review – Breaking Games

Executive Summary

(3–5 sentences. Big picture first — account health, main opportunity, biggest risk)

Funnel Performance by Campaign

Campaign	Awareness (Impr., CPM, CTR)	Consideration (Clicks, Conv. Rate, CPA)	Value (Conv. Value, ROAS)	Funnel Role	Recommendation
*DA | Traffic TOF			Highest Conversions	BOFU	I would maintain it

Tips:

- Use short bullet phrases inside the cells (e.g., “2.6M impr., $6 CPM, CTR 1.4%”).
- In “Funnel Role,” classify as Traffic Driver, Sales/Leads Driver, or Balanced Performer.
- Recommendation: Scale / Optimize / Pause / Refresh.

Key Ad-Set Highlights

Ad-set	Attribution setting	Awareness (Impr., CPM, CTR)	Consideration (Clicks, Conv. Rate, CPA)	Value (Conv. Value)	Funnel Role	Recommendation
Retargeting | All Retargeting exclude 30 purchase	7-day click or 1-day view			Highest conversions	BOFU	mainatain

Period-over-Period Comparison Insights

(3–4 bullets)

- Cost vs Clicks: …
- CPA or ROAS shifts: …
- Efficiency improvements or declines: …
- Any other notable trends: …

Patterns & Themes

(Cross-campaign takeaways, structural issues, naming conventions, budget distribution, audience overlap, etc.)

- …
- …
- …

3–5 Actionable Recommendations

(Prioritized, clear, actionable steps based on the funnel and comparison insights)

1. …
2. …
3. …

Supporting Visuals

Charts to create:

1. **Bar Chart – Campaign Results (Purchases)**
   Caption/takeaway: …

2. **Line Chart – Amount Spent vs Results**
   Caption/takeaway: …

3. **Column Chart – Ad Set Purchases vs Cost per Result**
   Caption/takeaway: …

4. **Bar Chart – CTR vs CPC by Ad Set**
   Caption/takeaway: …